



2003-2004 COMMUNITY COALITION GRANT APPLICATION

**Apply for up to \$7,000 to reduce underage drinking in your community!
Join together to reduce underage drinking.**

In an effort to reduce underage drinking and promote community collaboration, the Virginia Department of Alcoholic Beverage Control is offering Community Coalition grants for up to \$7,000. Funding for these grants is made possible through a federal grant from the Office of Juvenile Justice and Delinquency Prevention.

Applications must be submitted by Friday, June 13, 2003 at 5:00 p.m. No exceptions will be made to this deadline. All grants will be awarded by July 2, 2003. The grant cycle runs through May 31, 2004. Only one grant application per coalition will be accepted. Virginia's local and state agencies (police departments, schools) and 501©(3) non-profit organizations are invited to apply. You are encouraged to involve your local ABC Special Agent, local law enforcement, licensees, which may include restaurants, grocery stores and convenience stores, Commonwealth Attorney, judges and educators. We challenge you, and your agency, community group, or school to identify promising strategies and submit your application to the ABC Community Coalition Grant Review Committee.

WHAT IS A COALITION?

A coalition should be: a representation of a broad range of programs, offices, departments, and individuals; a commitment from all; a common vision and mission; shared decision making; allocation of existing resources; and an ability to build capacity to identify new resources.

A coalition will encourage and nurture collaboration among the community and key stakeholders in that community to mobilize them into action to establish policies and programs. These policies and programs will improve the social, cultural, economic, and legal environments in which youth make alcohol choices. This would thereby reduce the rate of high-risk and illegal drinking among underage youth.

WHO SHOULD BE INVOLVED IN A COALITION?

- Diverse cultural and ethnic groups
- Representation from the target population
- School systems
- People most affected by the problem (directly or indirectly)
- Institutions of higher education
- Representatives of various sectors of the community
- Local law enforcement
- The business community
- Other service organizations
- Youth
- Parent organizations
- Mayor or Town Manager
- State agencies
- Licensees
- Educators
- Judge/Attorney
- Faith community

PRIORITIES

Grant Applications Must:

- Propose to expand an existing (or establish a new) community coalition that includes key stakeholders who will have an impact on the development and implementation of state or local policies, and programs that reduce or prevent high-risk drinking and programs that prevent underage drinking among youth. The coalition must include representation from all sectors of the community including those of the target population.
- Include projects that focus on enforcing alcohol laws through a community coalition to reduce or prevent underage drinking among youth.
- Focus on prevention strategies that attempt to alter the individual and shared environments; focusing on the use of environmental strategies.

Grant Applications May Include But Are Not Limited To:

- Enforcement projects that increase the role of law enforcement officers to deter use, purchase, possession, and/or sale of alcohol to underage youth.

If enforcement projects are one of the initiatives in the grant, the coalition must demonstrate a collaborative partnership between the coalition and local law enforcement.

- Parental involvement projects to increase awareness among parents on the extent, effects, and consequences of underage drinking.

If parents are the target for one or several initiatives, parents must be a part of the coalition and this must be demonstrated in the application.

- Community involvement projects for the prevention of tragedies associated with underage drinking.
- Education projects to create or reproduce materials related to the prevention of underage alcohol use and abuse.

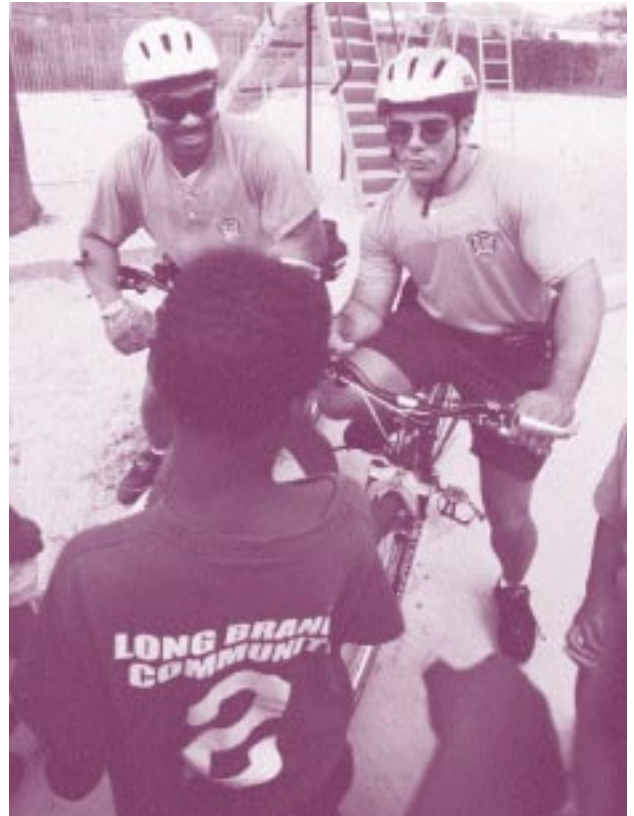
REQUIREMENTS IF FUNDED

- A month after receipt of award, the coalition will receive the first of two installments of the awarded budget. The second installment will be awarded after receipt and review of the first progress report, which is due to ABC in December 2003 (ABC does reserve the right to delay award of the remaining funds if the progress report is incomplete or off track).
- Attendance by Project Coordinator (or ACTIVE coalition member) at one-day evaluation training (date & location TBA).
- Any requested enforcement activities involving work with ABC laws will require the local police department/sheriff's office to send officers to ABC's Alcohol Law Enforcement Training (6 hour training) prior to enforcement activities beginning. The training will be scheduled at your location. You may include overtime in the budget for your officers to attend the training.
- Please send a final draft of all materials, which may be produced through this grant to VA ABC for review before any final printing occurs.

PROPOSAL EVALUATION

Program proposals will be evaluated on the following criteria in no particular order:

- Innovative and creative ideas
- Expected number of people reached through the proposed program
- Demonstrated ability to gain broad-based organizational and community support for the proposed program
- Ability to show the link between enforcement and the community in combating underage drinking
- Demonstrated ability to show a partnership between local law enforcement and the coalition
- The extent to which the program addresses community need for underage alcohol prevention and enforcing drinking laws
- Mechanisms established within the plan to ensure effectiveness and accountability



- An ability to demonstrate a groups' readiness to start or expand a coalition
- Strong evidence of coalition members' support (if the project is already funded, evidence that the existing group meets on a regular basis, or that a new group has already agreed to convene will be vital in determining assignment of resources)
- Repeat grant submissions will be evaluated on progress made in '02-'03 (special attention will be paid to whether reports have been received complete and on time)
- Program proposals will be viewed more favorably if the proposals demonstrate that various youth alcohol prevention/risk-reduction programs and activities are being well coordinated in the community
- Evaluation is vital to the proposal explaining what will be done and how it will be measured



APPLICATION SUBMISSION

Applicants must submit an original and four unbound copies of the grant application. The Virginia Department of Alcoholic Beverage Control must receive these by 5:00 p.m. the 13th of June 2003. We **CANNOT** accept applications by facsimile or e-mail. **Repeat grant submissions must include an introduction detailing initiatives through past grants to date.** Note, the application deadline date is the date the application must be received, not the postmarked date.

DEADLINE:
5:00 p.m. – June 13, 2003

APPLICATION SUBMISSION

Virginia Department of Alcoholic Beverage Control
Education/Community Coalition Grant Application
2901 Hermitage Road
Richmond, Virginia 23220
Phone (804) 213-4688

NOTIFICATION INFORMATION

Grant award letters will be mailed by July 2, 2003.



COMPLETING THE APPLICATION

THE ORGANIZATION

The primary organization, (e.g., police department, school, organization name, not-for-profit group etc.), which, will play the primary role in project leadership. The organization named is also the organization the award checks will be made out to. If there is a different name for the organization to receive funding, please specify this at this time on the cover sheet.

PROJECT ADMINISTRATION

The Project Coordinator listed should be the individual who will be the Virginia Department of Alcoholic Beverage Control's contact for the project. The coordinator should be closely involved with all aspects of the project through its duration. He/she is likely to be an administrator or teacher employed by or accountable to the organization. Please be sure this person is accessible by phone and e-mail.

PROJECT DESCRIPTION [85 points]

Describe your plans for spending the funds. This should not exceed 14 pages.

Attachment A

Summary Current Prevention Efforts – Please provide the current alcohol prevention efforts underway in your community. In addition, if possible, explain current efforts through this coalition. Show examples of collaboration among agencies and organizations and how the current efforts will fit in with this new project. How is your community using environmental strategies? How will this grant help the advancement of these strategies? This summary should not exceed three pages. [10 points]

Executive Summary – Include a brief (one page) summary of needs, the goal of this grant, desired outcomes, and key activities proposed (this should explain in one page what the grant is proposing to do). [5 points]

Additional Funding – If you are part of an existing coalition please identify other related funding which has been or will be received by your coalition and describe how programs and activities supported by those funds will be coordinated with the new programs

and activities you are proposing in this application. If you are a new coalition, please identify any other expected funding sources. [5 points]

Objectives/Strategies/Timeline – State the goal of your grant. State the objectives of the proposed initiative in measurable terms using the following components:

1. Audience – Who? Target audience from whom desired outcome is intended.
2. Behavior – What? A clear statement of the behavior change/result expected.
3. Condition – When? Under what condition will it happen?
4. Degree – By how much?
5. Evidence – As measured by?

For each objective, list the strategies to achieve each objective (indicate the starting and completion dates within the grant timeline [July 2003 – May 2004] for each). Be brief and clear. Include a clear and separate timeline for the project as a whole. Please include a concise timeline, to be inclusive of each objective and the strategies for that objective to include action steps, resources needed, responsible person for each task, and the date to be completed.

Attachment B – Timeline [30 points]

Evaluation – Describe your plan for evaluation. Focus on the goal of the grant. What is your end result? Focus on your objectives and the methods/strategies by which they will be assessed. Include a description (samples if possible) of all evaluation instruments you intend to use. Your plan should include both qualitative and quantitative measures of evaluation. Include evaluation components within your timeline. [30 points]

Plan for Continuation – Outline your plan for continuation after the grant funding has ended. [5 points]

BUDGET [10 points]

Attachment C – Itemized Budget

Any item listed in the budget MUST be mentioned somewhere in the grant initiatives and budget justification.

A month after receipt of award, the coalition will receive the first of two installments of the awarded budget. The second installment will be awarded after receipt & review of the first progress report, which is due to ABC in December 2003 (ABC does reserve the right to delay award of the remaining funds if the progress report is incomplete or off course).

Attachment D – Budget Justification

A brief budget justification statement must accompany your proposed budget. The justification should clearly explain why each expense is necessary for the proposed project. Budget items may include, but are not limited to: instructional materials and supplies, media materials, transportation costs for student activities, refreshments, guest speakers or presentation fees, printing, postage, overtime for law enforcement etc. The ABC grant does **not** cover pre-or post-prom parties, give-aways, graduation parties, operating expenses, personnel salaries, or general conference attendance expenditures. It is important all items mentioned in the budget are mentioned in the project description. Because funds are limited, ABC reserves the right to partially fund some proposals.

LETTERS OF SUPPORT [5 points]

Attachment E

Five letters of commitment and support from existing or new coalition members (e.g., supervisors, senior administrators, project partners, and even national experts) should be included in the proposal. The quality of the letters of support is what is important.

SIGNATURE

The applicant coalition/organization will serve as the fiscal agent for the program and therefore accepts fiscal responsibility for the funded project. The lead coalition/organization should review the application and sign on behalf of the coalition/organization. The project coordinator’s signature is also required.

REPORTS

All reports will need to be formatted according to VA ABC’s special requirements, which mirror our federal guidelines. This will be furnished to you upon award of the grant. It is imperative VA ABC’s reporting format is followed. Failure to follow the format or tardy reports may hinder future funding opportunities.

The Progress Report is due to VA ABC Education by December 5, 2003. The Final Report is due to VA ABC Education by June 25, 2004.

Please send a mock up of all materials, which may be produced through this grant to ABC for review before any final printing occurs. Two copies of all materials created, directly or indirectly, through this grant (press releases, news articles, brochures, posters, photos etc.) are also to be included with your grant progress and final report. Please be sure to keep multiple copies in your file to be sent to ABC upon request.

APPLICATION SUBMISSION

Applicants must submit an original and four unbound copies of the grant application to the Virginia Department of Alcoholic Beverage Control by 5:00 p.m. the 13th of June 2002. We cannot accept applications by facsimile or e-mail. Note, the application deadline date is the date the application must be received, not the postmarked date.

TIME LINE

February 2003	Grant Applications Distributed by Mail
March 19, 2003	Basics of Grant Writing* (optional)
March 20, 2003	Building & Sustaining a Coalition* (optional)
June 13, 2003	Applications Due to Education by 5:00 p.m.
July 2, 2003	Grant Award Letters Mailed
August/September 2003 .	Evaluation Workshop (Central Location TBA)
December 5, 2003	Progress Reports Due to Education by 5:00 p.m.
May 31, 2004	Grant Project Ends (All funding to be spent)
June 25, 2004	Final Reports Due to Education by 5:00 p.m.

* To receive information on these optional trainings, call ABC Education at (804) 213-4688.

** Faxes and e-mails will not be accepted for the grant application or reports.**

THE ABC COMMUNITY COALITION GRANT 2002-2003 APPLICATION

These grants are available for up to \$7,000 • When completing this form, please refer to *Completing the Application* for detailed instructions.

1. THE ORGANIZATION

Applicant /Agency/Organization/School _____

Address _____

City _____ State _____ Zip _____

Phone _____

2. PROJECT ADMINISTRATION

Project Coordinator _____

Title _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____

E-mail Address _____

3. PROJECT DESCRIPTION

Project Title _____

Project Start Date _____ Project Completion Date _____

Project Focus: ☐ Education ☐ Enforcement ☐ Community Involvement ☐ Parent Involvement ☐ Youth Initiative

☐ Other: _____

(Please check one of the above, multiple boxes may be checked)

Attachment A: Project Description – See detailed instructions.

Attachment B: Timeline – See instructions.

4. BUDGET

Amount requested from VA ABC _____

Income from other sources: Cash \$ _____ Other Donations _____

Attachment C: Itemized Project Budget – See instructions.

Attachment D: Budget Justification – See instructions.

5. LETTERS OF SUPPORT

Attachment E: Five letters of support from different organizations.

6. SIGNATURES

Signature of Project Coordinator

Date

Name (Please Print) _____

Signature of Chief Executive Officer of the Project's Lead Agency/School/Organization

Date

Name (Please Print) _____

The best way to ensure you have the latest information about
the Virginia Department of Alcoholic Beverage Control is to visit our Web site, www.abc.state.va.us.

You may also contact Virginia ABC Education directly:

ABC Education • 2901 Hermitage Road • Richmond, VA 23220 • Phone (804) 213-4688 • Fax (804) 213-4457

E-mail: education@abc.state.va.us



VA ABC, Education
2901 Hermitage Road
P.O. Box 27491
Richmond, VA 23261-7491



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